

SYSTEM AND METHOD FOR PROVIDING ON-LINE USER-ASSISTED WEB-BASED ADVERTISING

Abstract

A system and method for providing on-line advertising is presented. An
5 interface guiding on-line advertising creation is presented. An advertisement is
created from at least one of user inputs and stored data and includes information
describing at least one item. An advertising creative is generated in association
with the advertisement and includes a hyperlink reference to the advertisement.
The advertisement is hosted on-line as a Web page and the advertising creative is
10 placed on one or more targeted Web pages.